

Edina Public Art Committee - MINUTES-6/03/10
Mayor's Conference Room, Edina City Hall 4 p.m.

Present: Bernice Amacher, Brad Benn, Dick Crockett, Amy Kerber, Linda Kieffer, Bill McCabe, Lois Ring, Anne Spooner. Not present: Rick Fesler & Ruth Valgemae.

May 2010 MINUTES approved.

CONTINUING BUSINESS

Brad Benn reported that all sculptures have been installed at the Edina Promenade except for Rider in Four Directions which will be in place by June 10. Brad Benn presented a draft of the ballot to be used as promotional material including color images of all sculptures with title, artist name and cost. It will also be used to vote for People's Choice Award. A mention about the Edina Community Foundation underwriting funds from Peg McNally included.

Lois Ring pointed out that there should be mention that EPAC is a standing committee of Edina Art Center on the ballot. The ballot is a tear-off and the deadline for voting September 30, 2010, will also be added before printing.

Brad Benn said that artist Dean Holtzman has another piece that could be placed in an empty area of the Promenade but Brad Benn suggests leaving it empty and placing a notice that we need more sculptures in order to raise awareness and placing notice that EPAC needs more funds in order to have more sculptures. Brad Benn explained how to use the point system which requires 3 top favorites. 1st place will receive 3 points, 2nd choice will get 2 points and third place, 1 point. Using this point system will ensure more balanced voting. Lois Ring suggested including a graphic of the Pinecone on the ballot as long as it doesn't confuse people into thinking it is one to vote for.

Amy Kerber and Lois Ring -invitation blast:

EPAC can make changes to the invite if desired before sending.

Anne Spooner will include information about EPAC recruitment in the upcoming EAC fall class schedule. She will also send an email blast about the upcoming artists' reception to ED (everyone at City Hall) and to the Edina Art Center's email list. Anne Spooner will also ask Phil Johnson about setting up the sound system for the reception. EPAC will send out to their individual lists.

Brad Benn clarified that Nick Legeros lives in Edina but has a studio NE Mpls.

Bernice Amacher confirmed she will provide the lemonade for the artist reception on June 16. She has located two large 5 gallon vats thru Park & Rec for the lemonade providing 80-90 servings per vat. The Centrum has a cart that she will borrow. She will also provide cups for an anticipated number of guests approximately 150, based on last year. Tom Shirley will have a tent available if inclement weather occurs during the reception.

Linda Kieffer announced she cannot attend the reception. Since she will not be there, Brad Benn will speak this year.

Dick Crockett said the artist contracts are all done.

Dick Crockett reported that the finish on The Turtle is complete. Lois Ring wishes to be on the record that she has reservations about the surface finish on the Turtle sculpture. She questioned how long EPAC could expect the artist to be involved in the maintenance of a sculpture once purchased. This could be part of agreement as the artist hasn't been paid yet. There should be a timeframe that the artist can agree upon. In response to this, Dick Crockett will have more information on this later.

Motion carried that EPAC will purchase the Turtle. City Council will need to approve this and John Keprios will bring all gifts to CC for approval. Dick Crockett reports all gifts to John Keprios.

Anne Spooner requests that each member identify themselves before speaking.

Linda Kieffer reports The Bicycle Mosaic Project is on hold right now. John Keprios is working with the county to create a contract so that we will still be able to place the mosaics on the York Bridge. An unveiling will be scheduled for late August or September. There is some concern about where the tiles are to be placed. Most likely on both sides of the bridge rather than in the center in case some fall.

MARKETING & PROMOTION

Sun article wasn't proofed before publishing.

Lois Ring reported that Public Art buttons were delivered on boards (assembled by EAC) for sale for \$5 at:

- Centrum-Centennial Lakes
- Braemar Golf Club
- Edinborough Park
- Senior Center
- Park & Recreation Dept.

Lois Ring reported that the EPAC website has been updated and now has the button logo featured along with information regarding where buttons are for sale and to donate through the Edina Community Foundation. Lois Ring, Dick Crockett & Amy Kerber reported a combined grand total of \$295 in button sales thus far. EPAC buttons will also be for sale at the Edina Art Fair June 4-6, at the Art Center booth along with the Promenade brochure and other Public Art information.

There were articles in the Sun and Star Tribune re: the Promenade and Grandview exhibition opening June 16. Mayor James B. Hovland agreed to be the emcee. Jim Shannon will play the piano in the park.

Lois Ring reported that she met with Ryan Pepper, manager of Dick Blick, and presented a packet of information covering the sculpture exhibition at the Promenade. He stated he would discuss making a donation with his district manager of \$500 which would cover the cost of one rental for the year. He was pleased to know that if a donation is made, they

would receive credit on a plaque. EAC has also approached Dick Blick, this is a case where efforts have been duplicated.

FUND RAISING /FINANCIAL

Bill McCabe presented a revised list of EPAC projects and activities.

Activity		Amount	
Art Purchases			
2006	Art Glass by Michael Pilla (design fee included)	62,000	
2006	Framing of Art Dickey at City Hall	1,200	
2006	Purchase of "Raven" for City Hall	5,000	
2007	"Otter" for Edinborough Park	1,400	
2008	"Pinecone" gateway sculpture for Centennial Lakes	80,000	
2008	Community Center Gymnasium Murals	800	
2009	Purchase of Promenade "Turtle" for permanent display	2,200	
		152,600	
EPAC Activities		Total by Year	
2005	City Hall art glass design fees (\$500 x 2 artists)	1,000	
2005	Artscape brochure printing	500	1,500
2006	Art Glass public reception at City Hall	200	
2006	Art Dickey public reception at City Hall	200	
2006	"Your City, Your Art" cards for utility bills	500	
2006	Annual loan fees for Grandview sculpture	1,500	2,400
2007	Annual loan fees for Grandview sculpture	1,500	
2007	Gateway sculpture design fees (\$500 x 3 artists)	1,500	
2008	"Pinecone" reception	400	
2008	EPAC Stationary	925	
2008	Annual loan fees for Grandview Sculpture	1,500	3,000
2009	Annual loan fees for Grandview Sculpture	1,500	
2009	Printing costs for Promenade brochure	370	
2009	Edina Public Art binder	160	
2009	Annual loan fees for Promenade Sculpture (\$500 x 10 artists)	5,000	
2009	Promenade artists awards for top 3 pieces	2,250	
2009	Promenade plaques	150	
2009	Promenade public reception	400	9,830
	TOTAL	19,555	19,555
	Average Annual Cost	3,911	

Dick Crockett reports there is approximately a \$500 balance in the Foundation account. Lois Ring requests we be updated on this at each EPAC meeting. Dick Crockett confirms he will do this and provide as up to date information as possible.

Linda Kieffer reported on the cost of doing business. She wishes to note that City employees have donated quite a bit of money for EPAC with 21% funded by City. She will forward this information to EAC Board.

There was some concern about taking minutes. Anne Spooner was directed to provide transparency, not just reporting on motions and high points. Robert's rules are no longer advised.

EPAC/EAC Responsibilities

Linda Kieffer summarized EPAC activities at the May EAC Board meeting. There was a one hour discussion but no quorum. EAC wants coordinated fund raising. It will be up to the Art Center to determine how this coordinating will take place. Bill McCabe mentioned that there was a one time occurrence when someone was approached more than once for donations, embarrassing an EAC Board member. EPAC would like to know how to coordinate and Bill McCabe will put this on EAC agenda and report back.

Discussion continued regarding EAC Board Member Renee Usem suggestion that a fundraiser initiated by EAC would also share funds with EPAC. Discussion about putting a packet together to be used to request donations be implemented.

More discussion to follow at a later date.

EPAC wishes for better communication with EAC and will rely on liaison Rick Fesler to facilitate this. Lois Ring recommends that the ordinance (structure of committee) should be on the website. Bill McCabe reported that the ordinance is currently on the City website. EPAC should be EAC members and all confirmed they are.

NEW BUSINESS

Linda Kieffer requested a volunteer from EPAC to attend the Ways and Means Committee. Lois Ring will attend the initial meeting and Heather Randall King will be notified of this.

The Mayor's Service Award for 2010 did not state who it was awarded to. Brad Benn donated a small plaque that says "Edina Public Art Committee" and Pam Hoyer of Calhoun Beach Framing agreed to donate the framing of the two pieces together.

Motion carried that Ruth Valgemae will explore the possibility of a commemorative sculpture of Kodiak, the police dog for inclusion on city property.

Recycling Project- Linda Kieffer confirmed that EPAC will do the following for the recycling project:

- RFP
- Designs
- Selections

Amy Kerber reported that the Paint Off name may be changed. Linda Kieffer sent a draft of EPAC's role in the recycling project along to their recent meeting. Amy Kerber mentioned that Diana Hedges will be speaking to John Keprios in the hopes of getting this project approved. There will be a 3 year time frame for the cans.

The Percent for Art Program thru the MN State Arts Board is a program only for federal buildings. Linda Kieffer is exploring how the program functions in other municipalities at the community level.

Lois Ring wishes to thank Brad Benn for all his efforts working with the artists and assisting with installation of sculptures.

Linda Kieffer reported that John Keprios has put in a 2011 budget request of \$10,000 for EPAC thru Park & Rec. Work on the 2011 budget begins this summer.

Linda Kieffer also reported on the possibility of an Edina Garage Sale as a fundraiser for EPAC. Many suburbs have garage sales and that EPAC first must have permission from the City to proceed. A central location or a variety of homes can be implemented and she also suggested a possible fee of \$15-\$40. More on this later.

Meeting adjourned at 5:50 p.m.

There will be no EPAC meeting in July. Next meeting August 5 at 4 p.m.

Minutes submitted by Anne Spooner